## Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

## **Listing of Claims**:

1. (currently amended) A method of embedding digital watermark information
b₁ - b₁ (2 ≤ n) in image data, comprising steps of:

dividing the image data into a plurality of areas S each consisting of  $M \times N$  (1  $\leq M$ , N) pixels;

defining a plurality of areas G each an area G consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S;

allocating each of the areas S constituting each area said area G to some one of: areas  $T_1$  -  $T_n$  which said digital watermark information  $b_1$  -  $b_n$ , a bit value of the digital watermark information being 0 or 1, is respectively embedded whose pixel values are changed and areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded whose pixel values are not changed;

corresponding each of said  $T_1$  -  $T_n$  whose pixel values are changed, to each of said digital watermark information  $b_1$  -  $b_n$  and changing the pixel value of each area T according to a bit value;

locating areas  $T_1$  -  $T_n$  and areas  $H_1$  -  $H_m$  in a predetermined same arrangement in each said area G; and

locating the plurality of areas G in a predetermined rule locating said area G repeatedly, wherein

said location of said areas G thus located repeatedly is not dependent on said digital watermark information.

2. (currently amended) A method of embedding digital watermark information
b₁ - bn (2 ≤ n) in image data, comprising steps of:

dividing the image data into a plurality of areas S each consisting of M × N (1 ≤ M, N) pixels;

defining a plurality of areas G each an area G consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S;

allocating each of the areas S constituting each said area G to some one of: areas  $T_1$  -  $T_n$  in which said digital watermark information  $b_1$  -  $b_n$ , a bit value of the digital watermark information being 0 or 1, is respectively embedded whose pixel values are changed, areas  $J_1$  -  $J_k$  ( $1 \le k$ ) in which information  $p_1$  -  $p_k$  ( $1 \le k$ ) specifying an embedding format for embedding said digital watermark information  $b_1$  -  $b_n$  in said areas  $T_1$  -  $T_n$ , and areas  $H_1$  -  $H_m$  ( $1 \le m$ ) in which any of bit information 0 and 1 is not embedded whose pixel values are not changed;

corresponding each of said  $T_1$  -  $T_n$  whose pixel values are changed, to each of said digital watermark information  $b_1$  -  $b_n$  and changing the pixel value of each area T according to a bit value;

locating areas  $T_1$  -  $T_n$ , areas  $J_1$  -  $J_k$  and areas  $H_1$  -  $H_m$  in a predetermined same arrangement in each said area G; and

locating the plurality of areas G in a predetermined rule locating said area G repeatedly, wherein

said location of said areas G thus located repeatedly is not dependent on said digital watermark information.

3. (original) The method of embedding digital watermark information according to Claim 2, wherein:

said digital watermark information  $b_1$  -  $b_n$  is embedded by increasing or decreasing pixel data values in the corresponding areas  $T_1$  -  $T_n$  according to a bit value (0, 1) of each bit of the digital watermark information  $b_1$  -  $b_n$ ; and

said information  $p_1$  -  $p_k$  specifying said embedding format is embedded such that said information indicates a pattern of respective increasing/decreasing directions in the area  $T_1$  -  $T_n$  for a bit value of the digital watermark information, in each area G to which the areas  $J_1$  -  $J_k$  embedded with said information  $p_1$  -  $p_k$  belong.

4. (previously presented) The method of embedding digital watermark information according to Claim 1, wherein:

each of said areas G includes said areas  $H_1$  -  $H_m$  which have been predetermined in a location so as to be asymmetric in vertical and horizontal directions in the area G in question.

5. (currently amended) A method of extracting digital watermark information, for extracting the digital watermark information  $b_1 - b_n$  ( $2 \le n$ ), a bit value of the digital watermark information being 0 or 1, from image data in which said digital

watermark information is embedded, comprising steps of:

dividing the image data into a plurality of areas S each consisting of  $M \times N$  (1  $\leq M$ , N) pixels;

detecting areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S;-and

recognizing a plurality of areas G each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S, said plurality of areas G-areas  $T_1$  -  $T_n$  being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1$  -  $H_m$  on said image data and locations of predetermined areas  $H_1$  -  $H_m$  in the areas S; and

extracting the digital watermark information  $b_1$  -  $b_n$  from the recognized areas  $T_1$  -  $T_n$ .

6. (previously presented) A method of extracting digital watermark information, for extracting the digital watermark information  $b_1$  -  $b_n$  (2  $\leq$  n), a bit value of the digital watermark information being 0 or 1, from image data in which said digital watermark information is embedded, comprising steps of:

dividing the image data into a plurality of areas S each consisting of M × N (1  $\leq$  M, N) pixels; detecting areas H<sub>1</sub> - H<sub>m</sub> (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S;

recognizing a plurality of areas G each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S, said plurality of areas G being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1$  -  $H_m$ 

on said image data and locations of predetermined areas H<sub>1</sub> - H<sub>m</sub> in the areas S;

in each of the plurality of areas G recognized, extracting information  $p_1 - p_k$  (1  $\leq$  k) from areas  $J_1 - J_k$  in which said information  $p_1 - p_k$  (1  $\leq$  k) in which said information  $p_1 - p_k$  (1  $\leq$  k) should be embedded, said information  $p_1 - p_k$  specifying an embedding format for embedding said digital watermark information  $b_1 - b_n$  respectively in said areas  $T_1 - T_n$ ;

recognizing the embedding format of the digital watermark information  $b_1$  -  $b_n$  in the areas  $T_1$  -  $T_n$  in the area G in question; and

extracting the digital watermark information  $b_1$  -  $b_n$  from the areas  $T_1$  -  $T_n$ , according to the recognized embedding format.

7. (original) The method of extracting digital watermark Information according to Claim 6, wherein:

for each of the plurality of groups G recognized, the information  $p_1$  -  $p_k$  embedded in the areas  $J_1$  -  $J_k$  is extracted to recognize a pattern of increasing/decreasing directions of pixel data values for a bit value of the digital watermark information, in the area G in question; and

each bit value of the digital watermark information  $b_1$  -  $b_n$  embedded in the areas  $T_1$  -  $T_n$  is detected according to the recognized pattern of increasing/decreasing directions.

8. (previously presented) The method of extracting digital watermark information according to Claim 5, wherein a plurality of areas H are detected from

each of the areas G;

the detected areas H are compared with a predetermined location in the areas  $H_1$  -  $H_m$ , said predetermined location being determined in advance such that the areas H become asymmetric in vertical and horizontal directions in the area G in question; and

contents of image processing carried out on the image data are judged.

9. (currently amended) A program product for making a computer execute a method of embedding digital watermark information  $b_1 - b_n$  ( $2 \le n$ ), a bit value of the digital watermark information being 0 or 1, in image data, comprising:

codes for dividing the image data into a plurality of areas S each consisting of  $M \times N \ (1 \le M, N)$  pixels;

codes for defining a plurality of areas G an area G each consisting of P × Q (1 ≤ P, Q) of the areas S;

codes for allocating each of the area S constituting each-said area G to some one of: areas  $T_1$  -  $T_n$  in which said digital watermark information  $b_1$ - $b_n$  is respectively embedded whose pixel values are changed and areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded whose pixel values are not changed;

codes for corresponding each of said  $T_1$  -  $T_n$  whose pixel values are changed, to each of said digital watermark information  $b_1$  -  $b_n$  and changing the pixel value of each area T according to a bit value;

codes for locating one or more areas  $T_1$  -  $T_N$  and one or more areas  $H_1$  -  $H_m$  in a predetermined same arrangement in each said area G;

codes for locating the plurality of areas G in a predetermined rule codes for locating said area G repeatedly, wherein

said location of said areas G thus located repeatedly is not dependent on said digital watermark information; and

a computer readable storage medium for holding the codes.

10. (currently amended) A program product for making a computer execute a method of embedding digital watermark information  $b_1 - b_n$  (2  $\leq n$ ) in image data, comprising:

codes for dividing the image data into a plurality of areas S each consisting of  $M \times N \ (1 \le M, N)$  pixels;

codes for defining a plurality of areas G each an area G consisting of P × Q (1 ≤ P, Q) of the areas S;

codes for allocating each of the areas S constituting each-said area G to some one of: areas  $T_1$ -  $T_n$  in which said digital watermark information  $b_1$ -  $b_n$  is respectively embedded whose pixel values are changed, areas  $J_1$ -  $J_k$  ( $1 \le k$ ) in which information  $p_1$ -  $p_k$  ( $1 \le k$ ) specifying an embedding format for embedding said digital watermark information  $b_1$ -  $b_n$ , a bit value of the digital watermark information being 0 or 1, in said areas  $T_1$ -  $T_n$ , and areas  $H_1$ -  $H_m$  ( $1 \le m$ ) in which any of bit information 0 and 1 is not embedded whose pixel values are not changed;

codes for corresponding each of said  $T_1$  -  $T_n$  whose pixel values are changed, to each of said digital watermark information  $b_1$  -  $b_n$  and changing the pixel value of each area T according to a bit value;

codes for locating one or more areas  $T_1$  -  $T_n$ , and areas  $J_1$  –  $J_k$  in a predetermined same arrangement in each said area G;

codes for locating the plurality of areas G in a predetermined rule codes for locating said area G repeatedly, wherein

said location of said area G thus located repeatedly is not dependent on said digital watermark information; and

a computer readable storage medium for holding the codes.

11. (original) The program product according to Claim 10, further comprising: codes for embedding said digital watermark information b<sub>1</sub> - b<sub>n</sub> by increasing or decreasing pixel data values in the corresponding areas T<sub>1</sub> - T<sub>n</sub> according to a bit value (0, 1) of each bit of the digital watermark information b<sub>1</sub> - b<sub>n</sub>; and

codes for embedding said information  $p_1$  -  $p_k$  specifying said embedding format such that said information indicates a pattern of respective increasing/decreasing directions in the areas  $T_1$  -  $T_n$  for a bit value of the digital watermark information, in each area G to which the areas  $J_1$  -  $J_k$  embedded with said information  $p_1$  -  $p_k$  belong.

12. (previously presented) The program product according to Claim 9, wherein:

each of said areas G includes a plurality of said areas  $H_1$  -  $H_m$  which have been predetermined in a location so as to be asymmetric in vertical and horizontal directions in the area G in question.

13. (currently amended) A program product for making a computer execute a method of extracting digital watermark information  $b_1 - b_n$  (2  $\leq$  n), a bit value of the digital watermark information being 0 or 1, from image data in which said digital watermark information is embedded, comprising:

codes for dividing the image data into a plurality of areas S each consisting of  $M \times N$  (1  $\leq M$ , N) pixels;

codes for detecting areas  $H_1$  -  $H_m$  (1  $\leq m$ ) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S;

codes for recognizing a plurality of areas  $G_{\underline{1}-\underline{1}_n}$  each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S, said plurality of areas  $G_{\underline{a}}$  areas  $G_{\underline{1}-\underline{1}_n}$  being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1$  -  $H_m$  on said image data and locations of predetermined areas  $H_1$  -  $H_m$  in the areas S;

codes for extracting the digital watermark information  $b_1$  -  $b_n$  from the recognized areas  $T_1$  -  $T_n$ ; and

a computer readable storage medium for holding the codes.

14. (previously presented) A program product for making a computer execute a method of extracting digital watermark information  $b_1 - b_n$  ( $2 \le n$ ), a bit value of the digital watermark information being 0 or 1, from image data in which said digital watermark information is embedded, comprising:

codes for dividing the image data into a plurality of areas S each consisting of

 $M \times N (1 \leq M, N)$  pixels;

codes for detecting areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S codes for recognizing a plurality of areas G each consisting of P × Q (1  $\leq$  P, Q) of the areas S, said plurality of areas G being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1$  -  $H_m$  on said image data and locations of predetermined areas  $H_1$  -  $H_m$  in the areas S;

codes for extracting, in each of the plurality of areas G recognized, information  $p_1 - p_k$  ( $1 \le k$ ) from areas  $J_1 - J_k$  in which said information  $p_1 - p_k$  ( $1 \le k$ ) should be embedded, said information  $p_1 - p_k$  specifying an embedding format for embedding said digital watermark information  $b_1 - b_n$  respectively in said areas  $T_1 - T_n$ ;

codes for recognizing the embedding format of the digital watermark information  $b_1$  -  $b_n$  in the areas  $T_1$  -  $T_n$  in the area G in question;

codes for extracting the digital watermark information  $b_1$  -  $b_n$  from the areas  $T_1$  -  $T_n$ , according to the recognized embedding format; and a computer readable storage medium for holding the codes.

15. (original) The program product according to Claim 14, further comprising: codes for extracting, for each of the plurality of groups G recognized, the information p<sub>1</sub> - p<sub>k</sub> embedded in the areas J<sub>1</sub> - J<sub>k</sub>, to recognize a pattern of increasing/decreasing directions of pixel data values for a bit value of the digital watermark information, in the area G in question, and to detect each bit value of the

digital watermark information  $b_1$  -  $b_n$  embedded in the areas  $T_1$  -  $T_n$  according to the recognized pattern of increasing/decreasing directions.

16. (original) The program product according to Claim 13, further comprising: codes for detecting a plurality of areas H from each of the areas G;

codes for comparing the detected areas H with an embedding pattern for the areas H, said embedding pattern being determined in advance such that the areas H become asymmetric in vertical and horizontal directions in the area G in question;

and

codes for judging contents of image processing carried out on the image data.

17. (currently amended) An apparatus for embedding digital watermark information  $b_1 - b_n$  (2  $\leq$  n) in image data, comprising:

a processing part for dividing the image data into a plurality of areas S each consisting of M  $\times$  N (1  $\leq$  M, N) pixels;

a processing part for defining a plurality of areas G each an area G consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S;

a processing part for allocating each of the areas S constituting each-said area G to some one of: areas  $T_1$  -  $T_n$  in which said digital watermark information  $b_4$  -  $b_n$ , a bit value of the digital watermark information being 0 or 1, is respectively embedded whose pixel values are changed and areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded whose pixel values are not changed;

a processing part for corresponding each of said T<sub>1</sub> - T<sub>n</sub> whose pixel values

are changed, to each of said digital watermark information b<sub>1</sub> - b<sub>n</sub> and changing the pixel value of each area T according to a bit value;

a processing part for locating one or more areas T<sub>1</sub> - T<sub>n</sub>, and one or more areas H<sub>1</sub> - H<sub>m</sub> in a predetermined same arrangement in each said area G; and a processing part for locating the plurality of areas G in a predetermined rule a processing part for locating said area G repeatedly, wherein

said location of said areas G thus located repeatedly is not dependent on said digital watermark information.

18. (currently amended) An apparatus for embedding digital watermark information  $b_1 - b_n$  (2  $\leq n$ ) in image data, comprising:

a processing part for dividing the image data into a plurality of areas S each consisting of M  $\times$  N (1  $\leq$  M, N) pixels;

a processing part for defining a plurality of areas G each an area G consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S;

a processing part for allocating each of the areas S constituting each said area G to some one of: areas  $T_1$  -  $T_n$  in which said digital watermark information  $b_4$  -  $b_n$ , a bit value of the digital watermark information being 0 or 1, is respectively embeddedwhose pixel values are changed, areas  $J_1$  -  $J_k$  ( $1 \le k$ ) in which information  $p_1$  -  $p_k$  ( $1 \le k$ ) specifying an embedding format for embedding said digital watermark information  $b_1$  -  $b_n$  in said areas  $T_1$  -  $T_n$ , and areas  $H_1$  -  $H_m$  ( $1 \le m$ ) in which any of bit information 0 and 1 is not embeddedwhose pixel values are not changed;

a processing part for corresponding each of said T<sub>1</sub> - T<sub>n</sub> whose pixel values

are changed, to each of said digital watermark information b<sub>1</sub> - b<sub>n</sub> and changing the pixel value of each area T according to a bit value;

a processing part for locating one or more areas  $T_1$  -  $T_n$ , one or more areas  $J_1$  -  $J_k$  and one or more areas  $H_1$  -  $H_m$  in a predetermined same arrangement in each said area G; and

a processing part for locating the plurality of areas G in a predetermined rulea processing part for locating said area G repeatedly, wherein

said location of said areas G thus located repeatedly is not dependent on said digital watermark information.

19. (original) The apparatus for embedding digital watermark information according to Claim 18, further comprising:

a processing part for embedding said digital watermark information  $b_1$  -  $b_n$  by increasing or decreasing pixel data values in the corresponding areas  $T_1$  -  $T_n$  according to a bit value (0, 1) of each bit of the digital watermark information  $b_1$  -  $b_n$ ; and

a processing part for embedding said information  $p_1$  -  $p_k$  specifying said embedding format such that said information indicates a pattern of respective increasing/decreasing directions in the area  $T_1$  -  $T_n$  for a bit value of the digital watermark information, in each area G to which the areas  $J_1$  -  $J_k$  embedded with said information  $p_1$  -  $p_k$  belong.

20. (previously presented) The apparatus for embedding digital watermark

information according to Claim 17, wherein:

each of said areas G includes a plurality of areas  $H_1$  -  $H_m$  which have been predetermined in a location so as to be asymmetric in vertical and horizontal directions in the area G in question.

21. (currently amended) An apparatus for extracting digital watermark information  $b_1 - b_n$  (2  $\leq$  n), a bit value of the digital watermark information being 0 or 1, from image data in which said digital watermark information is embedded, comprising:

 $\bot$  a processing part for dividing the image data into a plurality of areas S each consisting of M × N (1 ≤ M, N) pixels;

a processing part for detecting areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S; and

a processing part for recognizing a plurality of areas G areas  $T_1 - T_n$  each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S, said plurality of areas G areas  $T_1 - T_n$  being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1 - H_m$  on said image data and locations of predetermined areas  $H_1 - H_m$  in the areas S: and

a processing part for extracting the digital watermark information  $b_1$  -  $b_n$  from the recognized areas  $T_1$  -  $T_n$ .

22. (previously presented) An apparatus for extracting digital watermark information  $b_1$  -  $b_n$  (2  $\leq$  n), a bit value of the digital watermark information being 0 or

1, from image data In which said digital watermark information is embedded, comprising:

a processing part dividing the image data into a plurality of areas S each consisting of M  $\times$  N (1  $\leq$  M, N) pixels;

a processing part for detecting areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S;

a processing part for recognizing a plurality of areas G each consisting of P × Q (1  $\leq$  P, Q) of the areas S, said plurality of areas G being located on said image data, and said recognition being carried out by comparing locations of said detected areas H<sub>1</sub> - H<sub>m</sub> on said image data and locations of predetermined areas H<sub>1</sub> - H<sub>m</sub> in the areas S; a processing part for extracting, in each of the plurality of areas G recognized, information p<sub>1</sub> - p<sub>k</sub> (1  $\leq$  k) from areas J<sub>1</sub> - J<sub>k</sub> in which said information p<sub>1</sub> - p<sub>k</sub> (1  $\leq$  k) should be embedded, said information p<sub>1</sub> - p<sub>k</sub> specifying an embedding format for embedding said digital watermark information b<sub>1</sub> - b<sub>n</sub> respectively in said areas T<sub>1</sub> - T<sub>n</sub>;

a processing part for recognizing the embedding format of the digital watermark information  $b_1$  -  $b_n$  in the areas  $T_1$  -  $T_n$  in the area G in question; and a processing part for extracting the digital watermark information  $b_1$  -  $b_n$  from the areas  $T_1$  -  $T_n$ , according to the recognized embedding format.

23. (original) The apparatus for extracting digital watermark information according to Claim 22, further comprising:

a processing part for extracting, for each of the plurality of groups G

recognized, the information  $p_1$  -  $p_k$  embedded in the areas  $J_1$  -  $J_k$ , to recognize a pattern of increasing/decreasing directions of pixel data values for a bit value of the digital watermark information, in the area G in question, and to detect each bit value of the digital watermark information  $b_1$  -  $b_n$  embedded in the areas  $T_1$  -  $T_n$ , according to the recognized pattern of increasing/decreasing directions.

24. (previously presented) The apparatus for extracting digital watermark information according to Claim 21, further comprising:

a processing part for detecting a plurality of areas H from each of the areas G;

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a processing part for comparing the detected areas H with a predetermined location in the areas  $H_1$  -  $H_m$ , said predetermined location being determined in advance such that the areas H become asymmetric in vertical and horizontal directions in the area G in question; and

a processing part for judging contents of image processing carried out on the image data.

25. (previously presented) An apparatus for embedding digital watermark information  $b_1 - b_n$  (2  $\leq$  n) in image data, comprising:

a processor; and

a storage unit for storing codes for making the processor execute a method of embedding the digital watermark information; wherein:

said codes comprises:

codes for dividing the image data into a plurality of areas S each consisting of  $M \times N \ (1 \le M, N)$  pixels;

codes for defining a plurality of areas G each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S;

codes for allocating each of the areas S constituting each area G to some one of: areas  $T_1$  -  $T_n$  in which said digital watermark information  $b_1$  -  $b_n$ , a bit value of the digital watermark information being 0 or 1, is respectively embedded, areas  $J_1$  -  $J_k$ , (1  $\leq$  k) in which information  $P_1$  -  $P_k$  (1  $\leq$  k) specifying a embedding format for embedding said digital watermark information  $b_1$  -  $b_n$  in said areas  $T_1$  -  $T_n$ , and areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded; codes for locating one or more areas  $T_1$  -  $T_n$ , one or more areas  $T_1$  -  $T_n$ , and one or more areas  $T_1$  -  $T_n$ , and area  $T_1$  -  $T_n$ , and area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  and area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  and area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  and area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  are area  $T_1$  -  $T_n$  are area.

codes for locating the plurality of areas G in a predetermined rule.

26. (previously presented) An apparatus for extracting digital watermark information  $b_1$  -  $b_n$  ( $2 \le n$ ), a bit value of the digital watermark information being 0 or 1, from image data in which said digital watermark information is embedded, comprising:

a processor; and

a storage unit for storing codes for making the processor execute a method of extracting the digital watermark information; wherein:

said codes comprises:

codes for dividing the image data into a plurality of areas S each consisting of  $M \times N \ (1 \le M, N)$  pixels;

codes for detecting areas  $H_1$  -  $H_m$  (1  $\leq$  m) in which any of bit information 0 and 1 is not embedded, from said plurality of areas S;

codes for recognizing a plurality of areas G each consisting of  $P \times Q$  (1  $\leq P$ , Q) of the areas S, said plurality of areas G being located on said image data, and said recognition being carried out by comparing locations of said detected areas  $H_1$  -  $H_m$  on said image data and locations of predetermined areas  $H_1$  -  $H_m$  in the areas S; and codes for extracting, in each of the plurality of areas G recognized, information  $p_1 - p_k$  (1  $\leq k$ ) from areas  $J_1 - J_k$  in which said information  $p_1 - p_k$  (1  $\leq k$ ) should be embedded, said information  $p_1 - p_k$  specifying an embedding format for embedding said digital watermark information  $p_1 - p_n$  respectively in said areas  $T_1 - T_n$ .